The STORAGRAM
VALENTINE
TO MY VALENTINE
KAUFMANN'S
FIFTH AVENUE PITTSBURGH

Printing 301.77
Engrav 137.92
Photo 21.75

Bear Run Trees In Their Winter Garb

Joyce Kilmer's famous poem
"I think that I shall never see a poem lovely as a tree," might well have been inspired by some of our lovely tree-friends at Bear Run.

Cover design by Ferdinand Sesti, of the Interior Decorating Department.

The Storagram

Published monthly by and for the Fellow-workers of Kaufmann's.
Printed and bound in our own printing shop.

VOL. IX PITTSBURGH, PA., FEBRUARY 1928 NO. 2

Little Ambassadors of Good Will Visit Kaufmann's Toy Department

Little ambassadors of good will from the children of Japan to the children of America, the "Japanese Good Will Dolls" attracted thousands of Pittsburgh people—grown-ups as well as children, yes, and men as well as women! All who came to the Toy Department on the third floor, to see the special display of these dolls, had many questions to ask. Just the name, "Japanese Good Will Dolls" intrigued them, and then, the little oriental beauties in silken kimonos and obis roused their curiosity as well as their admiration. Other thousands, hurrying along Smithfield Street, stopped to see the window display, wondered what "Japanese Good Will Dolls" might mean.

It is an interesting story. Some time ago the children of this country sent to the children of Japan a large number of dolls. The chubby, little rosy-cheeked American dolls no doubt aroused much curiosity in Japan. The Children of Japan reciprocated by sending over this year fifty-nine Japanese dolls. The Japanese doll delegation was unique in this respect. Each province of Japan contributed a doll, dressed in the native costume of that province. The dolls were thirty-two inches tall. Every detail of the costume was true to the native dress. Each doll wore three kimonos, after the custom of the land; and in her little obi (the girdle which ties in a big puff at the back) she carried her purse and such toilet accessories as 'kerchief, fancy hair ornaments and some manicuring implements. And in her great kimono sleeves, each little doll carried her passport! Indeed yes, these little Oriental beauties had regular passports! Each one had a genuine document signed by the consul of Tokyo, bearing her name in full and her diminutive photograph.

The costumes were rich and sumptuous, with the richness of the Oriental whose love for beauty is a byword. It is said that each doll cost $200, and one may easily believe that. Upon reaching the port of San Francisco, the delegation of fifty-nine dolls was divided into smaller delegations which were sent to various stores throughout the country. Fortunate indeed were Kaufmann's to secure this distinguished little company of good will ambassadors from the other side of the world, for the benefit of the children of Pittsburgh. The occasion reminds us again that Kaufmann's is more than a store, it is an institution.

WITH KAUFMANN'S FOR TWENTY YEARS OR LONGER

Stand-By Club

TO HOLD FIFTH ANNUAL BANQUET FEBRUARY TWENTY-THIRD

On the opposite page we present the first group picture ever taken of the Stand-By-Club. This month they celebrate the fifth anniversary of their organization. Through the *Storagram,* their fellow-workers wish to offer their congratulations to the members of the Club. It has been their privilege to be identified with this store for two decades; many, indeed, have been here longer than that. They have seen its remarkable development; they have the gratifying consciousness that they have contributed to the building of this business, by their loyal, steadfast service, by their constancy and their faith in its ideals. The members of the Stand-By Club are an inspiration to the rest of the store family.

Four new members having just rounded out twenty years at Kaufmann's, are admitted to the Stand-By-Club at its annual banquet this month. They are Miss Mary Yeager, of the Women's Coat Department; Miss Mary Holzworth, of the Domestics Department; Mr. F. C. Kraus, of the Stove Repair Department, and Mr. Edgar J. Kaufmann, our President.

Those who appear in the picture on the opposite page are:

First Row—Mrs. Mary Nugent, Miss Mary Holzworth, Miss Helen McCall, Miss Minnie Beike, Miss Mary Arrras, Miss Ida Weyman, Miss Mazie Mooney, Mrs. Marie Snyder (Secretary), Miss Anna Thompson, Miss Ella Hyde, Miss Anna Fay, Miss Gertrude O'Brien.

Second Row—Mrs. Margaret Tinnemeyer, (Treasurer), Mr. Edwin Bowen, Mr. John Lotz, Mr. Arthur Dougherty, Miss Mary Yeager, Miss Anna Straub, Miss Adelaide Hobbs, Miss Minnie Minch, Miss Mathilda Bronger.

Third Row—Miss Margaret Coyle, Miss Elizabeth Meyers, Miss Margaret Crowley, Miss Helen McSwiggen, Mr. Isaac Herz (Honorary President), Mr. Barnev Blum, Mr. Richard Walker, Mr. Charles Kline. Mr. Edgar Adams, Mr. Archie Greiner, Miss Mary Doenges, Miss Ada Russman.

Fourth Row—Miss Caroline McKim, Miss Alice Skillen, Miss Mary Smith, Miss Mary King, Miss Cecelia Cummings, Miss Rachael Geis, Miss Alma Hoffman, Miss Mary Meyers, Mr. Charles Filson (President), Miss Mary Unruh, Miiss Elizabeth Sauers, Miss Elizabeth McMahon, Miss Grace Logue.

Fifth Row—Mr. Charles Solomon, Mr. James Mayfield, Mr. Simon Adelsheim, Mr. Joseph Vance, Mr. Leopold Braun, Mr. Edward Farr, Mr. Lee Goldman, Mr. Andrew Ondrick, Mr. Adam Keifer, Mr. Michael.

Sixth Row—Mr. John Eberle, Mr. Isaac Sampson, Mr. Charles Kraus, Mr. James Kirk, Mr. Herman Simon, Mr. John Walcroft, Mr. Jacob Thiery, Mr. Frank Buran, Mr. Max Odenheimer, Mr. Sol Hirsh, Mr. Reuben Goldstone, Mr. Samuel Simon.

Seventh Row—Mr. Benjamin Bates, Mr. John Anthony, Mr. John White, Mr. Alfred Bradford.

Stand-By-Club Members not in this Picture—Miss Mary Elser, Miss Julia Tierney, Mr. Maurice Weinthal, Mr. David Sapovitz, Mr. E. J. Kaufmann, Mr. Isaac Hohenstein (Vice-President), Miss Jennie Durning, Mr. Cornelius Hanlan, Mr. Louis Merman, Mr. Henry Kaufmann, (one of the founders of Kaufmann's), Mr. Phillip Kopp, Mr. Clarence Meyers, Miss Levena Miller, Mr. Andrew Moffat and Mr. Louis Silverstein.

The directors of the Stand-By-Club are: Mr. Silverstein, Mr. Walker and Miss Minch.

Introducing Mrs. De Benedictus

Mrs. Sara DeBenedictus has recently joined the Staff of the Training Department as Training Supervisor on the Fifth Floor. Mrs. DeBenedictus comes to us from a merchandising position and brings to her work here a very practical point of view—and a particularly good smile!! Welcome to the store family, Mrs. DeBenedictus.

Why Accidents Occur

I don't know.
I don't care.
I forgot.
What's the use?
It can't happen to me.
I can look out for myself.
This safety stuff is all "baloney."
I thought I could get by.

A CLOSE-UP OF OUR ORCHESTRA

Miss Jean Wessner, 'cellist; Mr. John Koenig, pianist; Mr. Gregorio Scalzo, Director; Mr. Walker Cummings, violinist.

An interesting ensemble is Scalzo's—more interesting, we believe than any of its kind in Pittsburgh. We say that for this reason: Gregorio Scalzo has never forgotten his devotion to music as an art. He seems to have that rare and happy faculty of giving us music that is popular, yet good; music that really is one of the arts, yet light enough to entertain us while we dine. It is not an unusual thing to see people in the big dining room pause in the course of a meal, sit back and give themselves up to the full enjoyment of the music for a little time.

Mr. Scalzo has a well earned diploma from the famous Leipzig Conservatory. He has circled the globe in concert tours, was once a director of an orchestra in South America and formerly played in the Pittsburgh Orchestra when Emil Pauer was director. Miss Wessner is a graduate of Carnegie Tech. The present quartet have been together seven years. No wonder they put such sweet harmony into their music! They play daily from 12 till 2 in the Dining Room from 3 till 5 in the Bird Room, then hurry off to the Pittsburgh Athletic Association where for the past eight years they have played daily from 6 till 8 in the evening.

FURNITURE FLOOR CENTER OF STYLE INTEREST

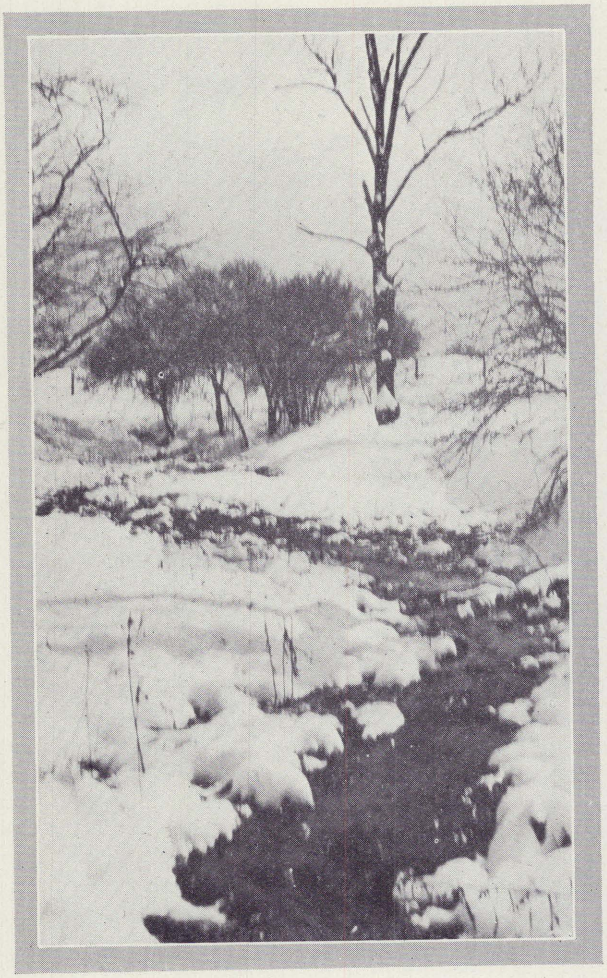
The last issue of STYLIGHTS was devoted exclusively to Furniture style trends. One of the most delightful displays ever featured in the Furniture Department was set up to illustrate the series of talks on Period Furniture and Style Trends Today. Illustrating the point that eighteenth century styles are in vogue today, the room presented an harmonious grouping of lovely eighteenth century pieces. The little rent table and the French Provincial chair and card table, the exquisite Venetian sofa, the Sheraton desk and the Louis XV chair were all newly arrived in time for the display. Mr. McCready and Mrs. Leach received the greatest compliments that could be desired for the success of the display, when every one said, "That room has atmosphere—charm—personality."

WHERE THE BEAUTY OF TELCA IS REFLECTED

MODERNISTIC DISPLAY FIXTURES IN TECLA PEARL SALON.

Pearls have been the cherished possession of the rich and the royal since history began. For many people they are the most fascinating of all gems. Why? Is it because of their gentle luster, their strange translucence, their subtle change of tone? Or is it because divers in strange Oriental waters have risked their lives fathoms under the sea to procure these gentle gems? Whatever may explain the charm and appeal of pearls, their popularity never wanes. And now we offer Tecla Pearls, with all the fascination of genuine Oriental pearls—yes, with the same subtle lights, the same luster that is not sheen, the same texture and the same beauty. The only difference is that Tecla Pearls are produced by secret processes in a laboratory, while Nature took ages to produce her Oriental pearls in secret places under the sea! The new modernistic display fiixtures furnish an appropriate setting for Tecla Pearls. There is something about the unadorned, straight-line simplicity of these modernistic fixtures that matches the appeal of the pearls. Pearls have been called the coolest and most chaste of all gems. There is, in the cool, metallic gleam of the modernistic cases, something a-kin to the merchandise they contain. Pearls make no dazzling show. They enhance the beauty of the one who wears them. So, the new Tecla Pearl Salon, severely simple in design, makes no show of ornamentation, but rather enhances the beauty and the charm of lovely Tecla.

Miss Malvine Sperling, who is in charge of the Tecla Pearl Salon, tells us that it is a fascinating thing to handle Tecla, and that this is merchandise that she loves to sell. Why? Because, according to Miss Sperling, there is so much to tell about it—so much to study—so much to learn. And then, because, it is so beautiful one likes to make a customer happy by helping her to become the owner of such a lovely thing as Tecla! Miss Sperling, who has lived most of her life in France, came to this country and to Kaufmann's just a year ago. She is still busy studying English—and Tecla Pearls! Her enthusiasm and her genuine interest in her merchandise are good to see. We wish her ever-increasing success with her lovely Tecla!



"Wonder What Bear Run Looks Like Now"

Tht beauty that is Bear Run's in the happy summer time is only surpassed by the beauty that is hers in the winter. Remember how the hills and valleys rang all through the summer with the laughter and the shouting of care-free vacationinsts? Remember those walks along sun-flecked trails? Remember the days when it was sheer joy to throw yourself down on the sun-kissed ground and drowse in the sweet, warm air? What a contrast to such pictures, these winter views offer! One can fairly *hear* the silence. Only the furry little wood creatures disturb the long, long winter silence of Bear Run. We are indebted to Reverend Otto Wendell, that good friend of Bear Run, for these pictures which he took in the country near our camp.

A GROUP OF KAUFMANN'S WRAPPERS

FIRST ROW—*Marie Pritchard, Edith Wolte, Antoinette Rozino, Goldie Wesoky, Caroline Hincks (Training Supervisor), Jean Hobbins, Jeanette Scully, Mary Diskin, Catherine Augustine, Mary Reid.* SECOND ROW—*Laura Newman, Ethel Sheksky, Agnes Corsello, Helen Glessner, Agnes Lolert, Ruth Rhay, Catherine Perkovich, Nellie Mantia, Katherine Zalac, Catherine Neville, Betty Howeison.* THIRD ROW—*Florence Mock, Frances Cornelius, Mary Dawson, Mary White, Mary Conn, Marie Conway, Henrietta Newbauer, Frieda Klein, Katherine McQuade, Agnes Trannor, Agnes Huth.*

Buyers go to the markets all over the world to select merchandise for Kaufmann's. Salespeople spend much time learning the facts about new merchandise—how to keep it properly in stock, how to display it, how to talk about it to customers—in fact, *how to sell it*. Often a customer will spend a long time in making a selection. The salesperson must be skilled in knowing just how to find what the customer wants—how to please her. The sale is finally made. A customer has been pleased, for she has found exactly what she wanted and in her mind she is already enjoying the use of the article; in her imagination she can hear her friends admiring it.

What has all this to do with the wrappers? It has a great deal to do with them—or rather they have to do with it. The wrappers are considered by Kaufmann's to be a very important part of the organization, for they have an extremely responsible part to play in store service. No matter how much time and money buyers have spent in procuring merchandise, no matter how much time and skill salespeople have spent in making a sale, no matter how pleased a customer may be with her selection—all is lost if the wrapper has not done a good job wrapping. On the other hand, if the wrapper has done up the package with all the skill and interest she possesses, the merchandise looks better than ever to the customer when the package finally reaches her home and she undoes the wrappings and lifts out her precious purchase—crisp and fresh and new and appealing!

Wrappers have a splendid opportunity to watch good salesmanship and to study merchandise while they are working at the wrapping desk. Many an alert and ambitious wrapper has used her opportunity to prepare herself for the next step up in the organization.

We regret that not all the wrappers appeared for the picture. In addition to those shown above, there are fifty other wrappers in this organization.

The following are the girls on each floor who wrapped the highest number of packages for the month of December.

Central Wrap, Miss M. May	5,120
Basement, Miss M. Bornschauer	14,373
First Floor, Miss M. Hellman	6,860
Second Floor, Miss C. Orris	5,784
*Third Floor, Miss A. Tomko	6,153
Fourth Floor, Miss M. Conn	5,450
Fifth Floor, Miss C. Neville	8,985
Sixth Floor, Miss S. Martin	12,702
*Seventh Floor, Miss M. Duffy	4,021
Ninth Floor, Miss F. Cornelius	5,638
*Tenth Floor, Miss M. Diskin	5,639
Eleventh Floor, Miss M. Pritchard	214
Annex Store H. Murphy	5,732

*Head Inspector.

Downstairs Store To Have Birthday

Mr. A. Greenstone

Mr. A. Bodine

Mr. R. W. Atwell

Miss Blanche Meyers

Just fourteen years ago, in March, Kaufmann's put into service a Downstairs Store, which has become the mecca of the thrifty in the Pittsburgh district. Low prices have made our Downstairs Store famous for the savings it affords those whose slogan is "save as you spend". But something more than low prices has accounted for the sound growth and popularity of our Downstairs store.

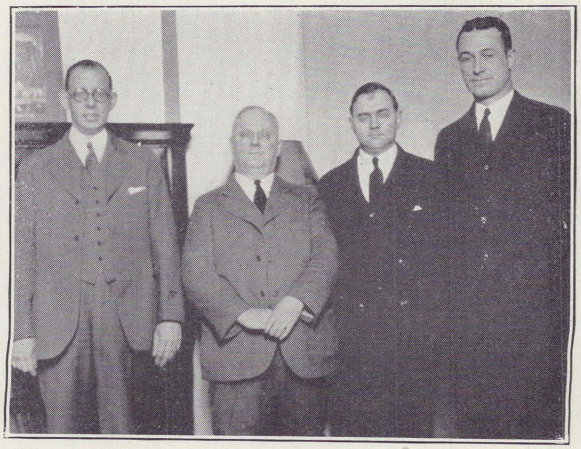
The same ideals of service and dependability guide the Downstairs Store as other departments. It endeavors to have at all times full stocks of seasonable merchandise. It does not buy job merchandise, nor make a business of selling seconds. And it does make a business of giving service that makes friends of customers.

There's great excitement in the air these days as the Downstairs Store prepares for its fourteenth birthday. STYLE seems to be the thing that the big event will feature. When the editor interviewed the buyers every one began the same enthusiastic account of the up-to-the-minute styles that the birthday merchandise will display. And STYLE is what the salesforce is primed on. Downstairs as elsewhere, customers are style-wise, they expect style—and they're going to get some real surprises when the first week in March opens up the big "birthday party."

Mr. B. L. Traub
Merchandise Manager

Mr. L. Herman

Mr. I. Hohenstein



Mr. Crock, *Floor Superintendent;* Mr. Devinney, Mr. Greer, Mr. Jacobson, *Floormen.*

EXECUTIVE TRAINING

Alumni Meeting

The Executive Training Alumni held their regular monthly meeting February 13th, with dinner in the Tulip Room on the 13th floor and an exceptionally fine program afterwards. The group felt honored to have Mr. O. M. Kaufmann on their program. Mr. Kaufmann spoke on various phases of store operation. Mr. Lawrence Sefton entertained with a clever monologue, and Miss Mary Sheff gave a vocal solo, accompanied by Miss Pauline Letzkus.

Free Legal Aid—Mr. Amdur, attorney-at-law, is at the service of Kaufmann fellow workers who may wish legal advice. You will find Mr. Amdur in the conference room of Mr. O. M. Kaufmann's office every Wednesday and Saturday morning from 9 until 10 o'clock.

We are all very sorry to learn of the serious accident that befell Miss Julia Tierney, of the Children's Underwear Department. Miss Tierney slipped on an icy pavement and had a fall which caused a compound fracture of her leg. We hope she will have as speedy a recovery as possible.

There had been a train wreck and one of two traveling authors felt himself slipping from this life:

"Goodbye Tom," he groaned to his friend, "I'm done for."

"Don't say that old man," sputtered his friend. "Don't, oh don't end your last sentence with a preposition."

Mr. Jacobson, of the Downstairs Store, took this picture of Panther Hollow in Schenley Park, recently when there was good out-door skating in the park.

ZEKE COMES BACK

Children's gittin' so bad any more that it's goin' t' be a hard matter in the future t' tell which one is really th' black sheep.

At the next meetin' o' "The Worryin' Mothers Club" a subject of vital importance to be fetched up will be "Should Chaperone's Be Chaperoned".

Christmas comes but once a year, but th' instalment plan o' payin' fer it enables one t' pay fer it durin' the rest of the year.

Big words don't git you nowhere if you don't know what they mean.

It's been suggested that they send Lindy t' Chicago t' see if he can make peace with that city an' civilization.

The feller that's allus talking about himself don't never have much of interest t' say.

It'd be a nice thing if the fellers what learn to play the saxaphone by mail would only play that way.

Prayer meetin's is gettin' to be so extinct that when folks hear th' church bells a-ringin' they think it must be a fire or somethin' else terrible happenin'

The best way to make Fortune smile on you is t' tickle her with some hard work.

There ain't never no lost motion in a girl's work when she gits busy in front of a lookin' glass.

Next to wild geese there ain't nothin' kin tell about the coming' o' bad weather like a poor relation.

NORTH SIDE BOWLING

THE AVERAGE OF FIRST 10 PLAYERS

Carlin	44	138.
Brush	44	137.
Wassell	44	134.
Rose	44	131.
Bottorf	44	129.
Bauers	44	128.
Perrott	44	126.
Jahns	44	126.
Willis	44	121.
Bosworth	44	119.

STANDING OF TEAMS

Ending February 2, 1928

	Won	Lost
Buch	33	21
Oaks	32	22
Chestnut	28	26
Poplar	28	26

Capt. Willis with his Chestnut Team won the Monthly prize for January.

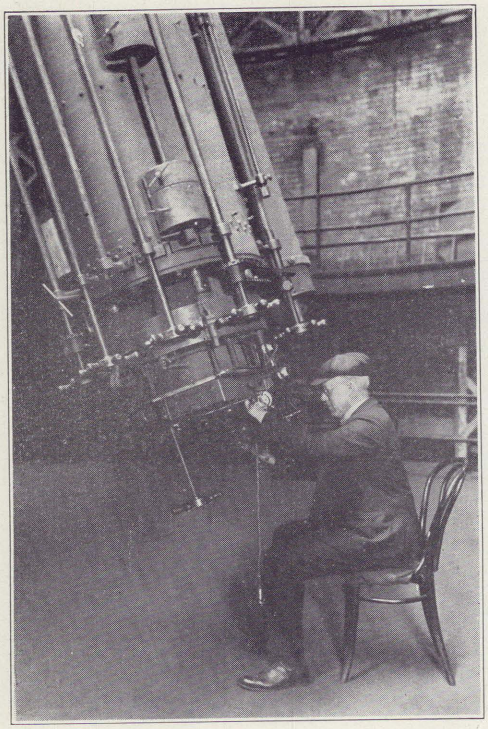
The Allegheny Observatory, Where

Few people realize that Pittsburgh possesses one of the five greatest observatories in this country. On a high, wind-swept summit in Riverview Park, stands the Allegheny Observatory. Here a group of scientist quietly conduct their researches in "pure science", remote from the problems and the noise of commerce and industry. Pittsburgh is proud to be known as a patron of the arts, with her wonderful art galleries. She is no less proud to be known as a sponsor of "pure science", with astronomers of distinction in their line, constantly conducting their studies in the Allegheny Observatory. A brief sketch of the history and the work of Observatory is given here.

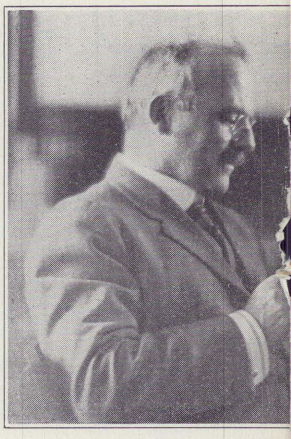
The Allegheny Observatory is one of the oldest institutions of its kind west of the Alleghenies. It was first founded in 1859, with comparatively meager equipment, by an organization known as the Allegheny Observatory Society. In 1867 this Society transferred its property, by deed of gift, to the Western University of Pennsylvania, which later became the University of Pittsburgh. It is at present a department of the University of Pittsburgh.

From 1859 until 1905 the Observatory occupied the summit of what is still known as Observatory Hill, near the former site of the University of Western Pennsylvania, in Allegheny, since known as the North Side of Pittsburgh.

At about 1905 the Observat
beautiful site in Riverview P
funds for the new building
about $300,000, were donate



Left — Assistant Director Jordan, in charge of the study of Variable Stars by photography.



Above—Dr. H
Director of th
Dr. Curtis has
observations o
ses in Mexico
Sumatra, Dut

e Father Pitt Does His Star Gazing

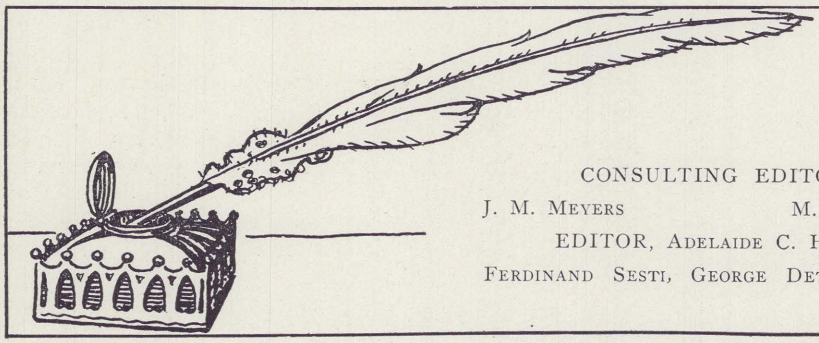
ory was moved to its present
ark, on the North Side. The
nd equipment, amounting to
l by citizens of Pittsburgh.

The Thaw Photographic Refractor is the largest Photographic refractor in the world. It is entirely a Pittsburgh product, both the mounting and the lens having been made by the Brashear Optical Co. Some 38,000 photographic plates have been made with this fine instrument and have given the Observatory a leading place among observatories of the world in the determination of the distances of the stars. Other interesting equipment includes: The Keeler Memorial Telescope, the Forter Spectograph, an astronomical library of 5,000 volumes.

Famous among the scientists of the world have been some of the astronomers associated with the old Allegheny Observatory. Samuel Peirpont Langley, who was director of the Observatory from 1867 to 1889, gained world-wide fame for his astronomical findings. He also was a pioneer in aeronautics. In 1887 he designed an aeroplane. William Thaw furnished the money for Langley's experiments in aerodynamics. Dr. John Brashear, acting director from 1898 to 1900, fondly known to thousands of Pittsburghers as "Uncle John", brought further fame to our city and the Observatory, and did much to popularize the study of the stars. One of his dearest dreams was to bring the inspiring facts of astronomy to the general public. At his request Henry Clay Frick gave $15,000 to maintain the *Public Evening Service*. This makes it possible for all who wish to visit the Observatory and look through the telescope under the skilled guidance of a member of the staff, who gives a popular lecture. This service is free to the public, and to date 100,000 visitors have availed themselves of the privilege. This is probably the world's record.

ber D. Curtis,
Observatory.
ecently made
solar eclip-
1923) and in
East Indies.

Right—A winter scene near the Observatory in Riverview Park. Photograph by Mr. Charles K. Archer.



CONSULTING EDITORS
J. M. MEYERS M. M. MALONEY
EDITOR, ADELAIDE C. HUNTER
FERDINAND SESTI, GEORGE DETRICH, Artists

ARE YOU SELLING STYLE?

Are you selling just merchandise, or are you selling style? Time was when the function of a store was to supply the community's needs. Now we do that—but we do more. We meet *desires*. People need food and shelter and clothes, yes. But they desire style. Above everything they look for style when they come to buy. Whether you may be selling notions, kitchen utensils, yard goods, hardware, apparel or dress accessories, there are style trends in your line that you should know. If you know the style points of your merchandise, it is easy to sell it. If you don't know them, you are tongue-tied and crippled in your work. It pays to keep up with the style information in your line. It pays in bigger bonuses—and it pays immeasurably in the joy you find in your work.

INTERESTING SOURCES OF INFORMATION

What are the sources of style information? They are almost too numerous to list here. First, of course, there is the buyer or department manager, who knows the facts about the merchandise he bought. Ask your buyer to keep you informed about new merchandise. Then, there are the magazines, such as Vogue, Harper's Bazaar, House and Garden and other periodicals. There is also much to be learned from the advertisements in the best periodicals, as well as those which run in the New York and local daily papers. Window displays are also a source of style information. Well staged plays and many movies are vital factors in conveying style trends. In fact, to the alert observer, the news of the mode is told or shown in many ways. Our customers are absorbing fashion information from countless sources all the time. If we are specialists in our line, should we not have a fund of style information—authentic information—that runs well ahead of the customer's?

LINCOLN

"I will study and prepare myself, and some day my opportunity will come." He was only a lad when he made that promise to himself—a poor lad with little enough to encourage him. Yet the absence of material things—wealth and high connections—never for one moment cast the shadow of doubt or fear or discouragement. His way was lighted by high resolves and fearless, tireless work for right things. Above all, he had a constant sense of service, a sincere interest in people—all kinds of people. He liked them, enjoyed them, wished to serve them. Few nations have a hero so close to the hearts of their people as our Lincoln.

Few people pay as much attention to their personal finances as they should. We do not admit that money is the aim and substance of life and happiness but if one is to have any satisfaction in living, he will be more likely to succeed if his personal finances are well organized. Can you answer "Yes" to the following questions? If you can you are making progress with your finances:

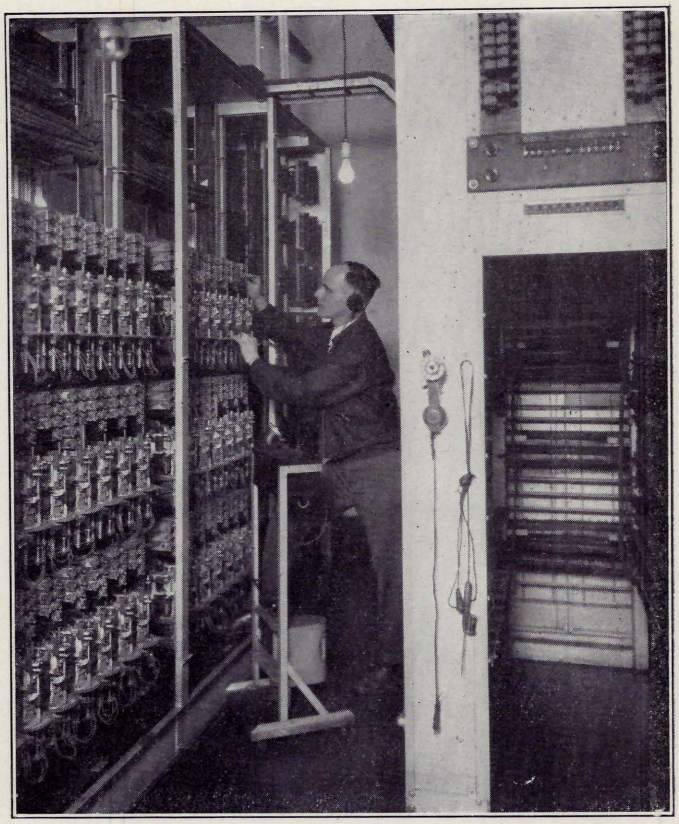
Have you made a will?
Do you own or are you buying your own home?
Are you avoiding debt?
Have you sufficient insurance for your needs?
Do you spend wisely?
Do you avoid extravagance?
Do you have a savings account?
Do you pay bills promptly?

—*Exchange.*

"Education raises persons above their surroundings and makes them masters of themselves, rather than merely being creatures of circumstance. It is not enough merely to know how to get a living, it is necessary to know how to live."

—CALVIN COOLIDGE.

The Marvels of the Automatic Telephone



Mr. Emmett Todd, telephone wire chief, is shown here as he stands before one of those wizard-like automatic selectors in the Automatic Telephone Room. Not that Mr. Todd spends much of his time there. Indeed no! This machine is so self sufficient that it scorns the aid of a mere man—except in an emergency when it needs repairing. The Automatic Telephone is, as its name indicates, self-working; it requires no human operators. There are 380 Automatic Telephones in Kaufmann's. Among them they handle from 6,500 to 7,000 calls a day—all mysteriously done by this amazing machinery without the guidance or assistance of any person. Mr. Todd makes regular tests of all the Automatic Selectors (as you see him doing in the picture), to make necessary adjustments that the machine may maintain its maximum efficiency. The Automatic Telephone for inter-department calls within the store and from the store to the North Side Service Station, was installed in 1922. Mr. Todd, as spokesman for his wonderful machine, asks in its behalf that all who use the automatic telephone observe the rules printed in the back of the little brown books which are attached to every telephone. It is especially important to observe the rule about using the finger to dial. When you finish one call, remember to hang up. Disconnect before dialling another number.

DO YOU NEED THIS HELP?

Do you feel that your English is sometimes poor or incorrect? Are you sometimes embarrassed by discovering that you have made a grammatical error that has called attention to your speech in a very unfavorable way? A small group of fellow workers who want help in overcoming such errors in speech are meeting informally with Miss Caroline Hincks in the Training Department from 4:30 to 5 Tuesday, Wednesday and Thursday afternoons. They are being greatly helped. You are welcome to join this group if you need this help.

We extend our sincerest sympathy to Miss Mathilda Minch, of the Cashier's Office, upon the recent death of her mother.

Mrs. Leffel, of the Budget Bureau, spoke recently at the Greensburg High School on Budgetting.

The girls of the Credit Office have a Bowling Club. On February 8th they were the guests of the BG Sandwich Shop, at dinner.

The Toilet Goods Department is glad to hear that Mrs. Paley has completely recovered from her recent illness.

Mr. Davis is back with us again, and we trust he will stay.

Mr. Sexton seems very happy on the first floor. We hope he will continue to be so.

We welcome Pauline Recker, and hope she will enjoy her work.

"Oh, dear, tomorrow is Jack's birthday, and I don't know what to give him. He doesn't smoke, or drink, or play cards, or————"

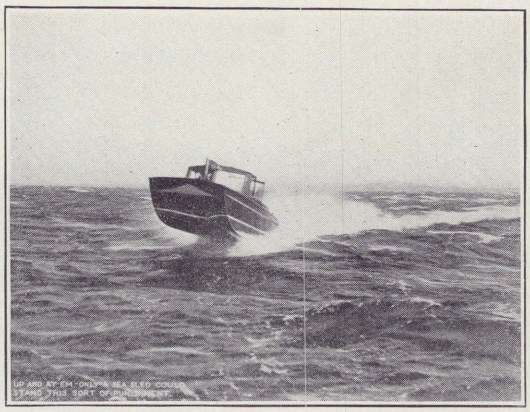
"That's simple, give him a hot water bottle."

"Everything Under The Sun" Is Right!

Yes, everything—including b o a t s ! How many of us, if asked whether Kaufmann's sell boats, would dare to answer "Yes" without first inquiring? How many of us would be sure just where to direct a customer who came to buy a boat at Kaufmann's?

There is a clever little craft right in front of our eyes, as we get off the elevator in the Sporting Goods Department, on the second floor. It's called a SEA SLED. And she's a craft to delight the eye and stir the imagination of any of us. You may see her picture here. It doesn't take much imagination to see this neat little craft skipping along like a bird just skimming the surface of the water, nose up, carrying us off on adventures to the tune of twenty-one miles an hour.

The SEA SLED is different from the regular type of boat. She has never been known to ship water; She won't capsize—nor make any one sea sick. She is as dependable as a car. She navigates very shallow water; she's always safe and dry. And she's so light that two men can carry her without effort. Come up to the Sporting Goods Department and make the acquaintance of this handsome little boat. It will be well worth your while.



Died---Walter Gamble

With deep sorrow we announce the sudden death of Mr. Walter Gamble, on Friday, February 3rd. Mr. Gamble had been associated with Kaufmann's only since last July, as a salesman in the Carpet Department, but in that short time he had made many friends among his associates. He is sadly missed.

Lost

First part of January—in store; plain gold class ring with the initials S.P.H.S. 1921 on front. A. S. on the inside. Alice Robinson, 126C53.

Book Lost

"Jalna". The book was covered with the owner's brown suede book cover, with the monogram A. H. Finder please notify Miss Hunter, Editor of The Storagram.

Second Floor

We are all glad to have Smitty back again. Somehow, the department has taken on a cleaner aspect with Smitty back on the job.

We all miss our buyer, Mr. Walker, who has been away on account of illness for some time. We wish him a speedy recovery. His assistant, Mr. Danner, has been in charge of the department during Mr. Walker's absence.

Any one interested in having tennis raquets restrung, skates sharpened or bicycles mended should see Hans, our expert at all trades, inincluding the gentle art of eating pie with breakfast every Wednesday morning.

Meet the young Danners! That chubby baby is young Raymond, the winsome little girl in the center is Irma and that upstanding young fellow at the bottom of the page is Edward. No wonder E. J. Danner, of the Sporting Goods Department is proud of that outfit!

Basket Ball News

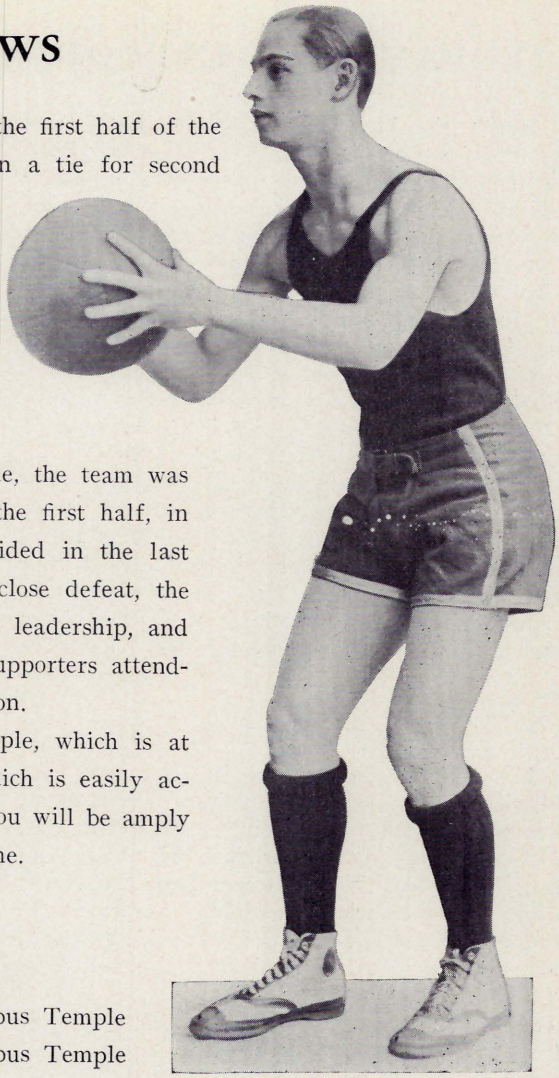
The Kaufmann Basketball Team finished the first half of the Commercial and Industrial League schedule in a tie for second place. This is a remarkable showing as it is the first time the store has ever sponsored a team, while the majority of the other firms—Duquesne Light, Reliance Life Insurance, Liberty Baking, Joseph Horne, P. & L. E., Carnegie Steel, and Dravo Construction—have had teams for a number of years.

Going into the second half of the schedule, the team was defeated by the Duquesne Light, winners of the first half, in a thrilling game—34-32, which was only decided in the last minute of play. Not a bit daunted by this close defeat, the boys are still in the midst of the fight for the leadership, and if properly encouraged by a large group of supporters attending the games, should finish in a good position.

The games are played in Columbus Temple, which is at the corner of Locust and Van Brahm Sts., which is easily accessible to our fellow-workers. If you attend you will be amply rewarded in a very interesting basketball game.

SCHEDULE OF GAMES

Fri., Feb. 24 ..... P. & L. E. R. R.—Columbus Temple
Fri., March 2 ..... Joseph Hornes—Columbus Temple
Fri., March 9 ..... Dravo Construction—Columbus Temple
Fri., March 16 ..... Liberty Baking—Columbus Temple



JOHNNY SERBIN

Former Duquesne University Star, who is Captain and foremost star of the Kaufmann Basketball Team.

NOTICE TO BOWLERS

In the last issue of the Storagram there appeared a challenge from the Store Bowlers directed at the Northside Bowlers for a match game. The Northside Bowlers accepted the challenge and arrangements were completed by Mr. Brush of the Northside and Mr. Roth of the Barber Shop for a game Tuesday night, January 31st. At the last minute, late Tuesday afternoon, Mr. Roth called Mr. Brush and said the store team could not appear due to some of the boys having other engagements that evening.

The Northside boys will be glad to play any five men who work in the store.

IT PAYS TO INTRODUCE NEW MERCHANDISE

Here's the best story we have heard this month of a fine bit of suggestive selling done in our store. "A fine piece of suggestive selling" we call it, not because of the amount of the sale, but because the salesperson (Miss Edna Kuserow, in this case) was quick to offer service to her customer; she put herself in the customer's place, anticipated her needs, was alert to sense her interests, understood her taste and put real service into her suggestions. That is the type of salesmanship Kaufmann's is proud to sponsor. Service is the keynote of good salesmanship. Here's the story—

The customer came in to the Stationery Department to purchase a box of writing paper. After she had made that purchase, Miss Kuserow showed her an interesting new die—a very attractive monogram. The customer was delighted; here was something new—something she could be the first among her friends to have. (There's *real service* in bringing new things to your customers' attention.) The customer then decided to buy 150 new place cards on which to use the new die. After that Miss Kusserow showed her some interesting new parchmentized calling cards. They are charming, so Miss Kusserow tells us, and no doubt she showed genuine enthusiasm in bringing them to her customer's attention. The customer bought some—and decided to order a new plate to use with these new cards. The whole order (including *three* boxes of stationery, instead of one which was what she really came in to buy) amounted to $85.00. But the best of it all undoubtedly is that the customer left the store feeling that Kaufmann's is the place to come if you want to get *new* things—and the services of an intelligent salesperson who knows what's new and how to show it!

EIGHTH FLOOR

Mr. Joseph Cavanaugh, in charge of the Service Bureau of the Furniture Department, has a fine staff of assistants. Miss Cigrand, Mr. McGoey and Miss Zehfuss, who have been transferred to this department from the North Side Service Station are doing good work in the new Service Bureau, as are Miss Ruoss, Mrs. Schlott, Mrs. Sheff, Miss Hahn and Miss Trainor.

A PROMOTION

Among the newly promoted assistants in the Furniture Department, as announced in January, the name of Mr. S. S. McCready should have appeared. The Storagram hastens to correct the omission. Mr. McCready is head of the Living Room Furniture.

Mr. John B. Heilman's name should also have appeared in the January list of promotions. Mr. Heilman is in charge of the Furniture Office.

Mrs. Grace Fisher, Budgeteer, has spoken recently before the following organizations: The Congress of Women's Clubs, Westwood Women's Club, Women's Club of Crafton, Swissvale Parent Teachers Association and the Business and Professional Women's Club of Pittsburgh. Her subject "Budgets and Budgetting" is one that makes a very human appeal, as handled by Mrs. Fisher.

FOURTH FLOOR

A farewell dinner was given for Mrs. Heyman, at the William Penn Hotel, on Monday evening, January thirtieth. It is with great regret that the girls of Mrs. Heyman's department see her leave. She was presented with a handsome onyx clock—a farewell gift from the girls of her department. The Buyers' Club also presented Mrs. Heyman with a clock, and, as one member of her staff remarked, "She will surely have a lot of happy time on her hands now!" That is the wish that goes with her; and a sincere and loving wish it is.

First to present the newest and smartest! The girls from the coat department say this is a justifiable claim. Just visit the Coat Department and see all the new creations after Suzanne Talbot, Lanvin and the other French designers. Mr. Wolk's department are very enthusiastic about the new coats.

The Misses' Coat Department extend their sincere sympathy to Miss Edlis upon the recent death of her mother.

The Fourth Floor welcomes Mr. Stitzell, the new floor superintendent, and assure him of their full co-operation.

FOUND—a girl with a smile that doesn't come off, and a willing way to do every little thing that she is asked to do. Who is she? Henrietta Newbauer, wrapper in the Misses Department.

Above—Charlotte, the little granddaughter of Mr. Charles Matz, floor superintendent of the third floor.

Main Floor News Notes

We welcome Miss Shultz back to her old stand.

Miss Firle was hostess at a delightful little party two weeks ago. The guests all reported a splendid time.

The Men's Furnishing Department welcomes a new-comer, Mr. Alan Leaf.

Every one is interested in watching the progress of that interesting department which Mr. Thompson has. The Men's Smoke Shop is unique in department stores and we are all proud of it.

Peggy Drake's swimming party went over big. We all thank her for her good work in promoting these parties and we expect more people to come to the next one.

Miss Grace McKenna is welcomed to the Toilet Goods Department. She is doing the laboratory work for that department, in the stock room.

Mrs. Sullivan, formerly of the Drug stock room, is now in charge of Sanitary Goods on the Main Floor.

We certainly were glad to have our two good stock boys, Jerry and Bob, back with us after their illness.

Mr. Andrews of the Hat Department was married January 2nd, 1928. Congratulations Mr. Andrews.

Bobby Carroll, the five-year-old son of Mr. Carroll of the Men's Clothing Department, is the fine looking youngster in the picture above.

Here are some interesting Third Floor Children. Donald, Jeanette and Marian Crissman, the children of Mrs. Crissman are shown in the center. The two in the upper left are Lester Marmon and Marcella Rice; upper right is Dorothy Goldstein and little Melvin Seligson is shown in the lower right inset.

Downstairs Store News

We welcome Mr. Crock, our new floor superintendent, and the two new-comers at our Service Desk. Miss Moody, formerly of Mr. Crock's office on the Main Floor, and Miss Killmeyer, formerly of the Second Floor Service Desk, are doing good work for the Downstairs Store.

We welcome Mr. Riddel, the new buyer of Hosiery. Mr. Riddel comes to us from Johnstown, where he was buyer for several departments in the Kline store.

We extend our sympathy to Miss Quinn on the recent death in her family.

We hope that the illness in Miss Stephenson's family will not keep her away from us much longer.

We are all greatly interested in the many changes and improvements made in the Downstairs Store. We hear many favorable comments from customers.

Conductor—"You'll have to pay for that boy."

Mrs. Smith—"What! He's only four and a half!"

C.—"He looks older!"

Mrs. S.—"Can I help it if he worries?"

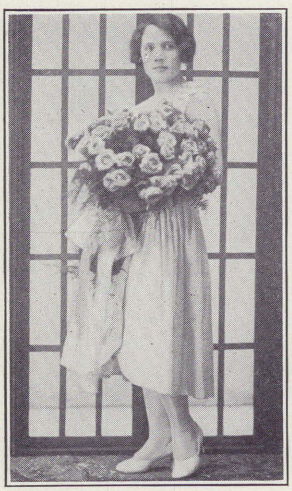
News and Views From "Across The Pond"

Good Sports Club Organizes

On Monday, January 16th, the "Good Sports Club" was organized at the North Side Service station. The purpose of the club is to promote good fellowship—and the boys have a programme which will surely do it! Plans are being made for a dinner and theater party at an early date. Other social events will follow. The big picnic in August will be—well, let's call it a climax! The following are officers in the organization: L. G. Spencer, president; Frederick Gotschaldt, vice president; R. M. Smith, treasurer and business manager; Jack Lagorio, secretary. The membership, so far, includes: Messers Brush, Jahn, Wassel, Goldstein, Bloedel, Nagel, Willis, Perkins, Lanz, Urschler, Swan, Cummins, H. Bucher, Carlin, Miller, Docek, Hough, Gundecker, Painter, Fisher, Shademan, Rang, C. J. Hanlon, Byrne, Cavanaugh, Rose, Flynn, Buchanan, Bowers, Todd and Stenger.

All Good Sports employed by Kaufmann's are Invited to Join this Organization!

The Harris Theater lost a good customer when Mr. Hornberger sold Mr. Cummins a Radio.



Miss Anna Lanz, of the Printing Shop, is shown above as she recently appeared when she was a bridesmaid at her sister's wedding.

Scene—Sunday morning in a drug store—"Can you give me change for a dime, please?"

Druggist—"Certainly, and I hope you enjoy the sermon."

Punny asked Freddie Weinhold, the other day, if he was born in this country. "No," said Freddie absent-mindedly, "I was born in Homestead."

Congratulations to Mr. Carle, of the Packing Department and to Mr. Morrow, of the Sewing Machine Department. Baby girls arrived recently in both homes!

Speaking of anklettes—j'ever see Miss Pickett's?

Ask Ed Urschler about that story of the elephant and the canary. That's good!

If you desire any information about the Sun, Stars and Moon, just ask Charlie on Elevator No. 2.

We all wish Charlie Knappe a speedy recovery.

Hotfoot may be pretty hot in action—but who's ever seen him that way?

The North Side Service Station extends sincerest sympathy to the following workers on their recent bereavements: Jimmie Ward, on the death of his mother. Mr. and Mrs. William Bauers, on the death of their ten-day-old baby. Mr. and Mrs. Clarence Wells, on the death of their baby.

Seventh Floor

Mr. J. H. Harris, buyer of China, Glassware and Art Wares, left on the S. S. President Harding, February third, for a buying trip abroad. He will visit the markets in Germany, France, Italy and England.

To match the handsome new walnut display cases on the Seventh Floor, we now have new floor coverings—rich toned inlaid carpet.

We are wondering what the attraction in the neighborhood of the Pet Shop can be. We notice that Margaret Foley insists on a daily change of the fish in the glass elephant bowls in the Glassware Department.

The Housefurnishing Department had a theater party on the evening of January 30th. It was a great success—as all the parties staged by this department are.

The Housefurnishing Department held a surprise Birthday party on Mrs. Emma Kubey at the home of her Sister and Brother-in-law, on Saturday evening January 28th. There were covers laid for 27 guests. Her sister had as Aides in serving lunch Mrs. Kubey's closest associates—Misses Helen Seubert, Mary Loy, Marie Peters and Mrs. Brethauer. The centerpiece was a beautiful Birthday cake, with a candle for each birthday.

FORBES STREET SERVICE STATION NEWS

The second month of Leap Year finds our solitary bachelor still holding his ground. Wonderful husband, Shear would make, too! A steady worker and an ex-soldier, he would provide both sandwiches and sentiment for the most exacting.

Here's one that has just recently leaked out on Custer. Driving home late one night, he pulled up at a street intersection with a red light showing. Waiting for "the light to change", Custer dropped off to sleep. When he woke up it was daylight—and the red light was a lantern on a brick pile!

Our genial tire man, Frank Lowry, has leased the apartment adjoining the machine shop, formerly occupied by Wayne Leatherman, trimmer. Wayne is now located on the top floor of the North Side Service Station.

Louis Serafini, mourning the loss of his best girl, is inconsolable. Evidently he doesn't believe that old fish story.

Maxwell's wife creases his trousers every day. Dangerous business, though, d o l l i n g these shieks up like that!

Val Leary is again able to point with his index finger, after carrying it about in a shawl for some time. Val sheared a little piece off the end, but he thinks it's about short enough now.

Theodore Strathman, our new stock man, tells us about an advertisement which claimed that such-and-such a company would teach "Bookkeeping in One Lesson." The return mail brought the "lesson" in these few words: "Refuse to lend them."

GOOD NEWS

Doctor—"Madam, your husband never will be able to work again."

Missus—"I'll go an' tell 'im. It will cheer him up."

Willie—"Pa, what's a parasite?"

His Pa—"A parasite, son, is a man who walks through a revolving door without doing his share of pushing!"—Toronto Goblin.

Waiter—"Yes sir, we're up-to-date. Everything here is cooked by electricity."

Diner—"I wonder if you would mind giving this steak another shock?"

Rejuvinating of Cat and Dog

Did you ever play Catty? If you didn't you sure missed one fast and perplexing game. All you need is an old broom to make a club and Catty.

Every day during lunch hour at Forbes and Pride Sts., in a vacant lot you can see Sporting Goods versus China Department playing Baseball Catty.

These games are witnessed by many spectators, for facing the lot or playground there is the nurses' home from the Mercy Hospital and the many who are not on duty are at their windows watching the game. There are the employees of Reymers Candy Factory on the other side and there at the windows are also many fans looking on. Last of all we have the school boys and girls from Forbes Public School, perched on the fence, sitting on a wall, or on the playing field screaming like mad when the boys hit the Catty and run to the base.

Capt. Spokane is a fiery little player and argues all decisions with the umpire and usually gets away with most of the arguments.

Joe Polichetti can always give you the post-mortem of every game.

Joe Bauer only gets a two-bagger on a home-run for he runs too much in the same place.

Ben Maryland is called Lucky because, although he hits the Catty in an awkward way, his long legs usually get him to the base before the Catty is fielded.

Capt. Azzaro of Sporting Goods plays a fair game and manages to get on the bases a good many times.

Joe Mahon is as graceful as a dancer when he is fielding. It is a pleasure to watch him.

John Sloan is the "Babe" Ruth; he either hits a home run or strikes out, usually the latter.

Al Hahn sure takes a wicked swing at the Catty and his fielding holds back many a run.

Ronald Winwood, the Scotchman, is the umpire and he tries to be fair with all decisions.

To the victor belongs the spoils, and Sporting Goods most of the time is being treated to ice cream, by the losers.

—Reported by Chuck Azzaro.

The picture above was taken during the special display of the Japanese Good Will Dolls in the Toy Department on the Third Floor. The display department put much skill and art in providing an appropriate setting for the little Oriental beauties. The story of these dolls is told on page 1.

Those Hats of Yesteryear

Where are the hats of yesterday—
The gaudy plumes and fine array
With waving fans and trinkets queer
That graced the hats of yesteryear?
Where are the hats that mother wore
With ribbons aft and feathers fore—
When she, like fashion's artful aid,
Looked like a circus on parade?
Lament we must in prose and rhyme
For garnishings of rose and thyme,
For fancy frills (a pound or more),
That decked the hats that mother wore.
The rose and thyme are lying sere,
Gone with the rats of yesteryear;
Gone with the junk that mother wore,
When she dressed up in days of yore.
Milady, they are sad but true,
These awful things they've done to you
Yet—styles may steal your frills and lace,
But styles can't change a pretty face.

Reprinted from WOMEN'S WEAR

Teacher—"Johnny, can you tell me what a hypocrite is?"

Johnny—"Yes, mam. It's a boy what comes to school with a smile on his face."

"Say, niggah, how come you so banged up?"
"I was talking when I should have been listening."
—Mugwump.

Second Floor Notes

We welcome Mr. O'Donnell our new Superintendent to the floor where a man's a man and a woman (Miss Flaherty) heaves trunks.

By the time this issue is released Mr. Walker of the Sporting Goods Department will have recovered from the effects of "tonsilectomy", we hope.

Bernice, at the Second floor tie counter, will miss the patronage of the men of our department for the next few weeks. They all bought the 95c ties in wholesale lots.

Simon, Kenner and Schwartz each have a certain brown check suit, better known as a uniform, which any two of them dislike to wear together on the same day. Will some one in the store kindly suggest a schedule so they can avoid this duplication.

BETTER JOIN NOW

The next class in Salesmanship will start March 5th. This class, consisting of eight lessons, meets in the Training Department from 9 to 9:45 Monday, Tuesday and Thursday mornings. If you take a professional pride in developing better selling ability, you will be much interested in these meetings. You may join the next class by applying to the Training Department.

PROGRESSIVE RETAILING COURSE OPENS MARCH 15TH

Because of the size of the enrollment in the Progressive Retailing Course last year, some very radical changes have been made in the plans for this year. In the first place, enrollment has been limited to a total of 1200 for each hour This number has been divided among the stores on a percentage basis, so that each may have a fair number in every course. To compete for the Charter's Trophy, a store must first fill its quota.

Classes will be held in *three* stores instead of one. The stores to be used this year are Gimbel Brothers, Joseph Horne Company, and Kaufmann's. Two classes at seven o'clock and one at eight will be given.

The course this year includes Everyday English, Style, Art in Social Life, Personal Leadership, Color, Line and Design, The Twentieth Century, Psychology in Everyday Life, Textiles, and Merchandising.

Those who enroll for two courses will choose the eight o'clock course first, then one of the seven o'clock courses in the same store. There will be no opportunity to go from store to store, as the classes will be run on the same schedule as last year—beginning at seven and eight exactly, and with only ten minutes between periods.

Attendance at the banquet is to be limited to those who are present at not less than six of the eight meetings of the course. Because of the limitations, there can be no visiting at other classes this year. Space will be taken up by enrolled members and visitors cannot be accommodated. No credit for attendance will be given unless a ticket is deposited at the door.

The Training Department will bring further particulars to you in your departments. This advance notice is given that you may begin now to "budget your time" and make your plans to give Monday evenings from March 5 to April 23 to Progressive Retailing.

VALENTINE
TO MY VALENTINE